StyliD CrispWhite – Experience intense whites and rich colors

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Retailers are increasingly having to contend with rising energy prices. At the same time, they need to retain high-quality lighting to catch the customer's eye, as well as flexibility in architectural integration. Fashion retailers generally want superior light sources that illuminate fabrics in the truest way possible, making colors appear rich and intense while keeping whites bright. A warm color temperature is often preferred, as it keeps colors true and saturated. Until now, a drawback of LED has been that whites can appear yellowish. The good news – that's about to change. CrispWhite is a unique concept in retail lighting that makes whites appear whiter than white, yet still gives colors a warm and saturated intensity. This new color experience will wow customers and make merchandise impossible to resist.

Benefits
• Attract shoppers with high-quality light that accentuates intense whites and rich colors
• Luminaire design blends discreetly into the store
• Good energy performance, matching CDM Elite while offering much longer lifetime

Features
• Optimized light spectrum for intense white light and rich color rendering
• Efficacy of up to 80 lm/W, thanks to very Hi-LOR reflectors (up to 90%)
• Lumen packages from 1200 to 3900 lm to match equivalent CDM 35 W MASTERColour Elite
• Narrow, medium and wide beam available
• Passive cooling

Application
• Fashion retail: fashion stores, high-end fashion stores
• Supermarkets: non-food areas

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Specifications

Type	
Type	ST730T (mini, 3C-track version), light source color CrispWhite (CRW)
	ST730C (mini, base plate version), light source color CrispWhite (CRW)
	ST740T (compact, 3C-track version), light source color CrispWhite (CRW)
	ST740C (compact, base plate version), light source color CrispWhite (CRW)
	ST750T (performance, 3C-track version), light source color CrispWhite (CRW)
	ST750C (performance, base plate version), light source color CrispWhite (CRW)
Light source	Non-replaceable LED module
Power	Mini versions: 20 W (LED11S), 16 W (LED12S)
	Compact versions: 20 W (LED11S), 22 W (LED17S), 34 W (LED27S)
	Performance versions: 58 W (LED27S), 60 W (LED39S)
Beam angle	Mini versions: NB (12º), MB (28º), WB (36º)
	Compact versions: NB (11º), MB (25º), WB (35º)
	Performance versions: NB (15), MB (22º), WB (36º), VWB (52º)
Luminous efficacy	Mini: 73 lm/W (for LED11S), 76 lm/W (for LED12S)
	Compact: 78 lm/W (for LED11S, LED17S, LED27S)
	Performance: 44 lm/W (for LED27S), 65 lm/W (for LED39S)

Luminous flux	Mini versions:1450 lm (for LED11S) 1200 lm (for LED12S)
	Compact versions: 1500 lm (for LED11S), 1700 lm (for LED17S), 2700 lm (for LED27S)
	Performance versions: 2550 lm (for LED27S), 3900 lm (for LED39S)
Correlated Color Temperature	3000 K
Color Rendering Index	95 (light color 930, CrispWhite)
Standard deviation color matching	3
Lumen maintenance at median useful life* 50000 h	L80
Control gear failure rate at median useful life 50000 h	5%
Performance Ambient Temperature Tq	+25 ºC
Driver failure rate	1% per 5000 hours
Operating temperature range	+10 to +35 ºC

Specifications

Driver	Built-in
Mains voltage	230 or 240 V / 50-60 Hz
Dimming	Non-dimmable (PSU)
	DALI-dimmable (PSD)
Material	Gearbox: plastic
	Head and heatsink: die-cast aluminum
	Front cover: acrylic or glass
Color	Black (BK, RAL9004)
	White (WH, RAL9003)
	White-Black (WH-BK, head housing and front driver box: white, heatsink and sides driver box: black)
	Aluminum brushed-black (ALU-BK, head housing and front driver box: brushed aluminum; heatsink and sides driver box: black)
	Silver-black (SI-BK, head housing and front driver box: RAL 9006 metalized grey; heatsink and sides driver box: black)
	Other RAL colors available on request

Optical cover	Glass (for narrow beam)
	Acrylic cover (for other beams)
Connection	Track connector (3C or 5C6)
	Direct on ceiling; baseplate with connection point (BA)
Accessories	Honeycomb (HC)
	Glare shield (GS)
Remarks	Retailers generally want high-quality light sources that illuminate fabrics in the truest way possible, making colors appear rich and intense, while keeping whites bright.
	CrispWhite has been developed as special solution for fashion environments to bring out in the best way both colors and whites.

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Versions

StyliD CrispWhite ST730T track projector with LED light source, mini version

StyliD CrispWhite ST740T track projector with LED light source, compact version

Product details

PerfectAccent – thanks to their specific design, the new reflectors provide best-in-class efficiency, a very clean beam, and high color uniformity.

Exploded view

PerfectAccent reflectors deliver a smooth and homogeneous high-quality beam

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PerfectAccent reflectors deliver a smooth and homogeneous high-quality beam

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Application Conditions

Ambient temperature range	+10 to +40 °C
Suitable for random switching	Yes (relates to presence/ movement detection and daylight harvesting)

Approval and Application

Mech. impact protection code	IK02
Ingress protection code	IP20

Controls and Dimming

Dimmable	No

Operating and Electrical

Input Voltage	220 to 240 V

General Information

Beam angle of light source	120 °
CE mark	CE mark
Protection class IEC	Safety class II
Optical cover/lens type	-
Driver included	Yes
ENEC mark	ENEC mark
Flammability mark	For mounting on normally flammable surfaces
Glare shielding accessories	-
Glow-wire test	Temperature 650 °C, duration 30 s
Light source replaceable	No
Number of gear units	1 unit
Number of light sources	1 pc
UL mark	-

Initial Performance (IEC Compliant)

Initial chromaticy	(0.43, 0.39) SDCM <3
Init. Corr. Color Temperature	3000 K
Init. Color Rendering Index	≥95
Luminous flux tolerance	+/-10%

Mechanical and Housing

Color	White and black

General Information (1/2)

Order Code	Full Product Name	Cap-Base	Gear	Lamp family code	Optic type
910500457101	ST730T LED12S/CRW PSE MB WH-BK	NA	-	LED12S	Medium beam
910500457102	ST730T LED14S/CRW PSE NB WH-BK	NA	-	LED14S	Narrow beam
910500457103	ST740T LED15S/CRW PSE NB WH-BK	-	-	LED15S	Narrow beam
910500457104	ST740T LED17S/CRW PSE MB WH-BK	-	-	LED17S	Medium beam
910500457105	ST740T LED17S/CRW PSE WB WH-BK	-	-	LED17S	Wide beam
910500457106	ST740T LED27S/CRW PSE MB WH-BK	-	-	LED27S	Medium beam
910500457107	ST740T LED27S/CRW PSE WB WH-BK	-	-	LED27S	Wide beam

General Information (2/2)

Order Code	Full Product Name	Product Family Code
910500457101	ST730T LED12S/CRW PSE MB WH-BK	ST730T
910500457102	ST730T LED14S/CRW PSE NB WH-BK	ST730T
910500457103	ST740T LED15S/CRW PSE NB WH-BK	ST740T
910500457104	ST740T LED17S/CRW PSE MB WH-BK	ST740T
910500457105	ST740T LED17S/CRW PSE WB WH-BK	ST740T
910500457106	ST740T LED27S/CRW PSE MB WH-BK	ST740T
910500457107	ST740T LED27S/CRW PSE WB WH-BK	ST740T

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Initial Performance (IEC Compliant)

Order Code	Full Product Name	Initial LED luminaire efficacy	Initial luminous flux	Initial input power
910500457101	ST730T LED12S/CRW PSE MB WH-BK	81 lm/W	1200 lm	14.8 W
910500457102	ST730T LED14S/CRW PSE NB WH-BK	70 lm/W	1400 lm	20 W
910500457103	ST740T LED15S/CRW PSE NB WH-BK	75 lm/W	1500 lm	20 W
910500457104	ST740T LED17S/CRW PSE MB WH-BK	81 lm/W	1700 lm	21 W

Order Code	Full Product Name	Initial LED luminaire efficacy	Initial luminous flux	Initial input power
910500457105	ST740T LED17S/CRW PSE WB WH-BK	81 lm/W	1700 lm	21 W
910500457106	ST740T LED27S/CRW PSE MB WH-BK	84 lm/W	2700 lm	32 W
910500457107	ST740T LED27S/CRW PSE WB WH-BK	84 lm/W	2700 lm	32 W

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